

SUMMER 2023

BUSINESS AVIATION MAGAZINE

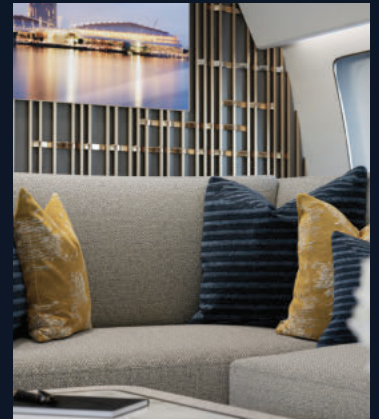


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MUCH MISSED

IN MEMORY OF HAMISH HARDING

The business aviation world lost one of its leading figures in the calamitous disaster that befell the Titan submersible on 18 June. Captain Hamish Harding, Chairman of Action Aviation and of the Middle East Chapter of the Explorers Club, perished along with four others, including the British businessman, Shazada Dawood and his son, Suleman. Our hearts and sympathies go out to their families and friends.

For four days, once it became clear that the Titan was in trouble and had failed to surface, those who knew Hamish well were left with the terrifying prospect that the five people onboard were trapped in total darkness and slowly running out of oxygen. We now know that they died instantly, some three-quarters of an hour into the dive when the Titan's pressure chamber imploded. There is some comfort in knowing that the end would have been too fast for the human brain to register.

In our interviews with Hamish, he always emphasised that the risks involved in the many adventures he undertook were a measured and considered part of the experience. He relished the opportunities that his involvement with the Explorers Club brought his way and enjoyed life to the full. He will be much missed.

The aviation industry is meticulous and unrelenting in its pursuit of safety. Every innovation is tested to the n'th degree before being passed fit to fly. It is a sad irony, therefore, that one of its favourite sons should have been lost aboard a submersible that experts in the field have loudly condemned as an untested and uncertified innovation. The Titan's owners, OceanGate, have many questions to answer.

On a different note, we are all very much looking forward, as Autumn rolls around again, to NBAA. BAM will once again be hosting one of our famous networking parties. For more details talk to Max and Roger.

A handwritten signature in black ink, appearing to read 'Anthony Harrington', written in a cursive style.

ANTHONY HARRINGTON

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KEEP IT SIMPLE

Jim Jensen, CEO and founder Satcom Direct, talks to Jane Stanbury about the company's latest developments as the connectivity landscape continues its evolution

JS: You've been incredibly successful in the connectivity field; what drives SD and its growth?

JJ: Our success is built on our team's talent for supporting our customers by putting them at the core of everything we do, from idea origination to product development and customer training. We don't just sell a service. We offer way more. The blend of SD terminals, partner networks and the SD ecosystem of software, ground infrastructure and fantastic customer support, assures our clients that as their usage needs evolve, so will our ability to satisfy them. We purpose build our technology for business and government aviation to meet today's requirements and to be easily adaptable to tomorrow's needs.

Flexible pricing plans, uncomplicated hardware installation, easy upgrade paths, and customer support 24/7/365 around the globe, are all a given. This process ensures that customers can make informed decisions and protect their investments. SD is the only truly global company that focuses solely on delivering satellite connectivity to the business aviation sector, we are completely unique in our field, and this is what drives us forward.

JS: The first SD Plane Simple antenna has successfully entered commercial service to great acclaim. What's changed since you announced the antenna series?

JJ: We first launched our Plane Simple antenna series in 2020. At that time, it was defined by what our customers needed and wanted, the technology that was available, and our vision for the future. Since then, the equipment and knowledge around connectivity have evolved rapidly, with the increased power of, and number of networks, enabling more functionality than ever. Customers need more robust, reliable, and genuinely global connectivity that is cyber-resilient and can do more than just support communications. We knew this would happen, so we future-proofed the technology by developing our services on an open architecture structure that would add value. For example, through the SD Pro® operating system, customers can access intelligently aggregated, automated, validated data to streamline flight operations.

JS: What do you see as the most significant challenge in the tech right now?

JJ: We anticipate that multi-orbit, dual dissimilar solutions will become the norm for aircraft that frequently fly around the globe, and require smart technology, redundancy and expertise. Inflight connectivity is commonly compared with the terrestrial experience, characterised by a consistent, high bandwidth, low latency connection. Replicating this experience in an aircraft constantly altering course, flying at 45,000 feet at nearly 0.9 Mach, is a technical challenge.

The antenna and satellite are both in motion, and there are several obstacles between clouds, rain, and snow, all of which affect latency depending on where the aircraft is, the airtime provider and the antenna used. Creating technology that can work in that changing environment is the biggest challenge, but SD now offers gimbaled and electronically steered (ESA) antennas. This provides different options for connectivity and redundancy, depending on customer needs.

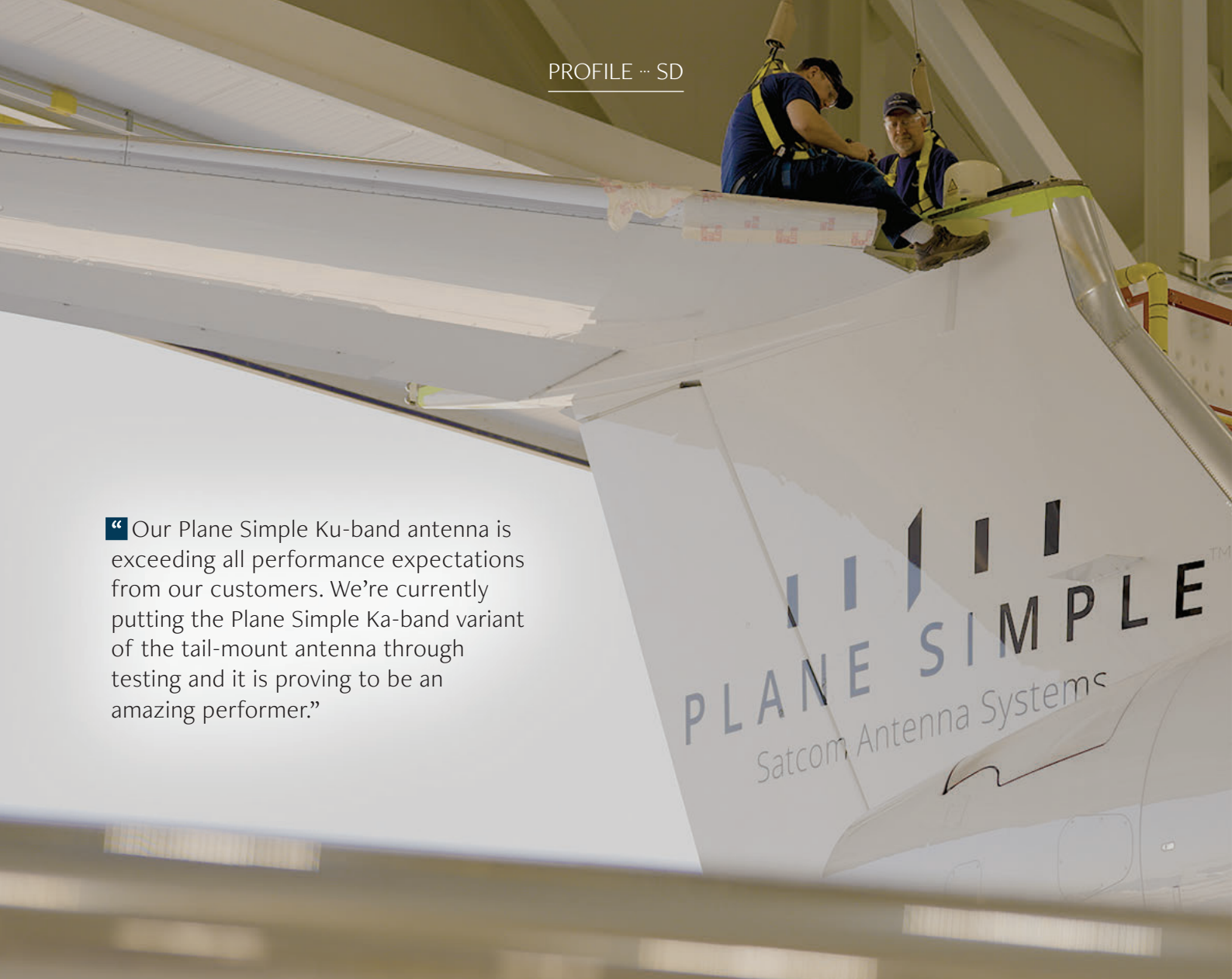
With the Plane Simple modular, scalable, upgradeable terminals, supported by our secure global terrestrial infrastructure, customers can harness the different frequencies and orbits via multiple network operators to assure the reliability and longevity of the airborne connection.

JS: The satellite space-scape is changing, how is SD adapting?

JJ: We have been saying for many years that the satellite industry will undergo consolidation as the number of players increased. The latest, the confirmation of the Viasat acquisition of Inmarsat, brings together two premium providers, both of which we've been working with for some time. In fact, we've worked with Inmarsat for more than 25 years.

Our expectations are that consolidation will continue. This confirms our agnostic philosophy toward hardware and software development as it enables customised connectivity solutions using a common terminal architecture. We have a strong heritage in the satellite communications sector and know that satellites are the future of aviation connectivity.





“Our Plane Simple Ku-band antenna is exceeding all performance expectations from our customers. We’re currently putting the Plane Simple Ka-band variant of the tail-mount antenna through testing and it is proving to be an amazing performer.”



We don't have faith in the air-to-ground (ATG) systems as long-term solutions. They are restricted in terms of capability, geographic range, and reliability, as there are so many performance limitations. We're not surprised to see some of these players begin to explore satcom options,

but it seems they are late to the party, with established players like us already providing affordable, reliable, global, consistent connectivity.

JS: So, what's next in terms of the Plane Simple antennas?

JJ: Our Plane Simple Ku-band antenna is exceeding all performance expectations from our customers. We're currently putting the Plane Simple Ka-band variant of the tail-mount antenna through testing and it is proving to be an amazing performer.

Excitement about this terminal and its performance potential is growing; we have a line of customers waiting to participate in its in-service evaluation program. On market introduction, the Ka-band antenna will support high-speed data transfer for teleconferencing, video streaming and multiple digital applications for high volumes of users travelling on mid to large-size jets, without compromising consistency, reliability, and resilience.

High-speed broadband demand from aircraft owners of all sizes continues to grow exponentially, which is why in July,

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we signed an agreement with Gilat, the satellite networking technology company, to develop an ultra-low-profile ESA. This adds another dimension to our portfolio and supports our goal of optimising all the available best-in-class technology.

We are committed to meeting the needs of aircraft owners that have previously struggled to access higher-speed data services. The new ESA is also addressing market concerns about recently announced similar antennas regarding drag, coverage and fuel burn. Our antenna, with a profile of just 1.5 inches will deliver full-duplex performance, a key capability in small-form, low-power devices that allow data to be sent and received simultaneously. The advanced technology will unlock the full global capacity of the OneWeb low earth orbit constellation.

JS: There’s a growing negative perception about the industry’s CO2 contribution; how does SD support the sector’s carbon reduction efforts?

JJ: It seems unfair that the sector is targeted when business aviation contributes a very small percentage when compared with other industries. Business aviation has been seeking solutions for nearly a decade, and while there are various industry agencies charging the sector for GhG emissions, there is no standard. This is why we’ve added a highly automated carbon reporting tool to SD Pro to support operators navigating the carbon reduction path. It leverages real-time data generated by SD’s FlightDeck Freedom®



SD Plane Simple® Ka-Band & Ku-Band modems (SMUs) installed in the non-pressurized area of a G550

(FDF) datalink service to capture fuel burn accurately. The system calculates each flight’s carbon emissions and presents operators with validated emissions data.

The new module streamlines the computations relating to mandatory and voluntary emission reporting and offsetting. The automation makes it easier for operators to create precise reports. It provides seamless access to carbon offset options through the carbon offsetting platform Patch, which is integrated with SD Pro. Our commitment is always to enhance and simplify operations while raising industry standards. |BAM



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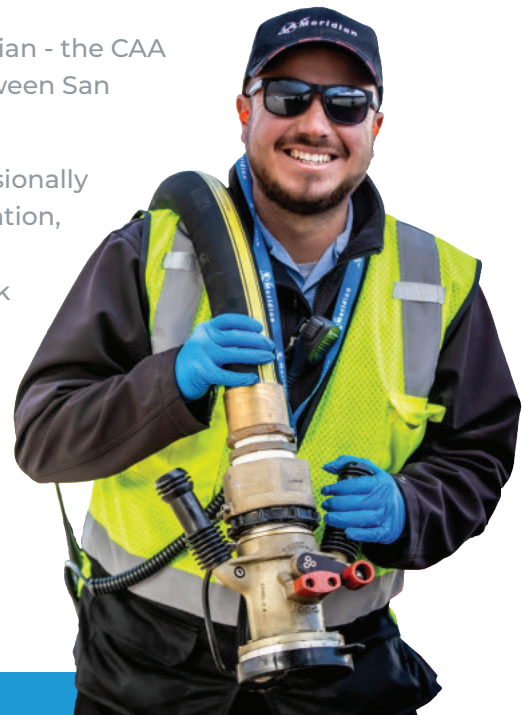
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METHODICAL, SUSTAINABLE, PROFITABLE

Nicholas Correnti, Founder and CEO of NICHOLAS AIR, on growing sustainably

Q : You put real importance on building an aviation business that can thrive across the ups and downs of business cycles. What does it take to build a resilient, sustainable business?

NC: To be sustainable you must have a business model that is profitable. The point



of being in business is to make money, otherwise, what is the point? I have always been methodical with our market outlook. You see so many companies ride the peaks vs riding the averages.

One has to avoid the knee-jerk reaction to a sudden upswing. Just because business suddenly increases 50 percent, doesn't mean you should increase capacity by the same percentage. We take a very conservative approach, closely monitoring our members' travel demands and our sold-into-service ratios.

What we see is so often companies buy, buy, buy and then hope to fill that capacity. That is a big gamble and in my opinion not fiduciarily responsible. As we have seen historically, demand can dry up overnight and when it does it leaves many operators with too much capacity.

This in turn drives rates down, causing the entire market to be less profitable, because now you're competing with operators that must fire-sale their services because they are desperate for cash flow. We have seen it many times.

And when it happens you get customers saying: "Operator X is offering similar services for \$1,000 less per hour than you are."

If it sounds too good to be true, this is normally because it is. While consumers may enjoy a "too good to be true" hourly rate, in the end, many will get burned as their deposits or fractions get absorbed in bankruptcy. When these consumers look back, that low hourly rate they bargained for ends up costing them significantly more than the most expensive programs on the market.

Q: The whole business aviation sector, is coming off a really buoyant record two years, and many companies in the sector are still reporting good growth. What do you see when you look around the industry? Do you think people have heeded the lessons of past boom and bust cycles?

NC: No I do not think people or business have learned their lessons. Again, we have seen a lot of knee-jerk reactions post-COVID. This brings us back to the folly of riding a peak vs riding an average.

“ Just because business suddenly increases 50 percent, doesn't mean you should increase capacity by the same percentage. We take a very conservative approach, closely monitoring our members' travel demands and our sold-into-service ratios.”





“ You need to look at the consistency of a company and determine the solid brands versus ones that just got the bump over the last 36 months. Were they consistent and successful before COVID?”

You need to look at the consistency of a company and determine the solid brands versus ones that just got the bump over the last 36 months. Were they consistent and successful before COVID? Were they growing then, or just growing recently? Now that the bump is settling down, are they still solid? Those are the valid questions that need to be asked if you're assessing whether lessons are learned from the past.

Q: What is the charter market like as we move into the second half of 2023? Is it still strong? How do you see things progressing?

NC: I do not follow the charter market much, as it is very different from what we do and provide. I'm sure we will start seeing some normalisation of capacity levels, however. As more new aircraft are birthed into the industry and more startup operators begin offering services, there will be more charter capacity to choose from.

Q: What do you think of the various new models launched and about to be launched by the major OEMs? What is their impact on the sector do you think?

NC: I haven't really seen new models hit the market. Mostly what we are seeing are the same airframes, just with fresh lipstick, along with different seats or winglets etc.

Q: How important are all the largely unsung parts of business aviation to delivering overall satisfaction? I am thinking here of flight planning, ground handling, catering, concierge services and so on.

NC: Some of these services are the lifeblood of the operation,



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and are oftentimes overlooked by companies who feel the experience is only what they see in front of them onboard.

We are proud of our logistics and support teams for the work they do because it makes a positive impact on a Member's day. The flight is the flight, but we've never treated it as the only piece of the equation. Good operators know that there are many things that need to go perfectly together, in order to create the perfect onboard experience. This is something we place a high priority on at NICHOLAS AIR.

Q: Are you expecting the sector to be able to sustain recent rates of growth through 2024?

NC: The cream will rise to the top in private aviation, just as it does in any industry. From a customer standpoint, it's important to note that the new entrants into the market from 2020 are now carrying at least 3 years of experience of private aviation with them. This makes them experienced buyers and shoppers in the market.

They have enough of a sample size to know what a great product is, and as there are indeed many options in the market, the customers will tell you what is working and what isn't. They are able to look past the shiny marketing or the big branding and see what is really going on, largely based on their experience.

All the marketing in the world doesn't hide bad service. Some brands will grow, but there will continue to be those who struggle beyond the COVID bump. |BAM

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NEW DIRECTIONS IN THE HEART OF EUROPE

Florian Rohe, Managing Director of General Atomics AeroTec Systems (GA-ATS), talks to Anthony Harrington about the company's ambitions for its business aviation services division

AH: Florian, GA-ATS entered the business aviation market with the purchase of RUAG's Do228, MRO and paint shop operations in 2021. Can you tell us a bit about that?

FR: We recognised the great potential of the Do228, the location at EDMO Airport Munich-Oberpfaffenhofen with its MRO capabilities, and the experienced and talented team. It was the perfect addition to the portfolio of the General Atomics Europe Group, which comprises a group of companies with locations throughout Germany. The Group is owned by the Blue family and is active in the Aeronautics, Infrastructure and Sustainability sectors.

AH: Is it advantageous to be part of such a large group of companies?

FR: The General Atomics Group is internationally active in high technology and research. One of the core businesses of General Atomics focuses on unmanned flying. This is a technology with future potential for our aircraft – the Do228.

AH: Now that you have developed the location into a comprehensive service centre, what does your service portfolio include?

FR: General Atomics AeroTec Systems is the manufacturer



Gulfstream G450



“The aircraft that can be painted in our Paint Shop are even more varied. Recently we painted a Gulfstream G450 in beautiful matte black.”

Florian Rohe

of the Do228. In addition to aircraft manufacturing, we have an extensive MRO program for Business Jets and the Do228 that includes repairs, cockpit and cabin refurbishment, inspections, light and heavy maintenance, as well as mission and navigation system upgrades.

We also took over a strong helicopter maintenance operation for the NH90 helicopter, which is used extensively by the German navy and army. We also operate a high-quality paint shop for aircraft painting, have a state-of-the-art Do228 flight simulator for pilot training and an extensive spare parts inventory. In short, we are extremely versatile and welcome a wide variety of aircraft to Munich-Oberpfaffenhofen.

AH: What aircraft types, apart from the Do228, are you focusing on as far as MRO is concerned?

FR: We do a lot of work on all Bombardier Global types as well as Challengers, and on the Embraer Praetor, Legacy and Lineage models. We see a growing market in Europe. Currently, we have two Lineage 1000s in our MRO hangar, along with two Do228 and three Challengers. The aircraft that can be painted in our Paint Shop are even more varied. Recently we painted a Gulfstream G450 in beautiful matte black.





Embraer Legacy 650

AH: How much advance notice do you get from customers wanting to book into your MRO facility?

FR: Of course, every MRO company would like to have the next year already fully booked, but the customers' needs often arise at short notice. Naturally, we are focused on the needs of our customers and can thus also help them at short notice in the event of defects or AOG situations.

AH: Let's get back to the Paint Shop, which you have mentioned several times, and which is well-known in the business. How is the paint shop operation going?

FR: Our Paint Shop is a service that is really appreciated by our customer base. We have Bombardier sending green aircraft to us to have specific and complex liveries painted. For business jets in service, we provide repainting according to customer specifications and can also implement the finest details and extraordinary appearances, such as carbon, gold or matte black.

AH: Do you offer a full bespoke design service on the paint side?

FR: We have a great relationship with world-class designers and work together with experienced partners. We can now also apply foils to business jets. You can achieve absolutely amazing results, by combining foils and paint, which enables us to realize virtually all design wishes. We are confident that we can deliver the best quality in Europe when it comes to the exterior customisation of business jets.

AH: Which project does your team have particularly good memories of?

FR: Last year, we carried out a very complex maintenance and upgrade program for a customer from Asia. This included maintenance, cabin refurbishment, mood light installation, the installation of air purifiers and a full-aircraft



GA-ATS Do228 NXT

VIP Paint for the Legacy 650. In the process, we have carried out a VIP Paint in a level of detail that many didn't even think was possible. This has demonstrated the capabilities of our One-Stop-Shop concept very well.

AH: Speaking of your One-Stop-Shop concept. What is it and what are its advantages?

FR: For business jets and the Do228, we can offer a complete One-Stop-Shop that includes MRO services, cabin refurbishments, extensive upgrades and aircraft paint. This provides everything to meet the customers' needs at one single location in the heart of Europe. This allows us to offer customers a full service with a short downtime and only one stop of the aircraft.

AH: To round things off, let's talk about the Do228 again. GA-ATS has been in the news a lot in recent months. What role is the Do228 going to play in your portfolio going forward?

FR: We are very excited to be able to announce the start of a small series production of the Do228 NXT. Currently, we are in the phase of engineering, planning and setup and we anticipate first deliveries taking place in 2025. The Do228 NXT is the Next Generation of the Dornier 228 and will continue its success story. Amongst only a few, General Atomics AeroTec Systems will become again a German Aircraft Manufacturer.

AH: What is the current size of the active Dornier fleet of aircraft around the world and what makes the aircraft special?

FR: There are about 130 Do228s flying today, in many different configurations and in many different locations like Asia, Europa and America. The Do228 has been in successful service worldwide for several decades for maritime patrol,

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Maintenance Organisation Approval DE.145.0002	
Embraer	
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Global 6000 / 6500	●
Global 7500	●
General Atomics AeroTec Systems	
Dornier 228 - 100 / - 200 / NG	●
● Authorized / OEM Service Center	● Service Center



pollution control, search and rescue missions, border control, fisheries patrol, research flights, surveillance and reconnaissance, and light transport missions for cargo, paratroopers, and passengers, as well as MedEvac.

With our Do228 NXT, we also want to take a further step in the direction of green flying. This includes the

manufacturing process, the high efficiency of the aircraft, and the possibility of using green fuels. The Do228 is also currently being used as a research platform for other types of engines. So, the Dornier is a very unique and highly flexible aircraft and has a long and bright future ahead of it. The Do228 NXT will be the next chapter in the success story of our aircraft. [BAM](#)



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PRAISE FOR *GALILEO*

Sergio Aguirre, President and COO of Gogo Business Aviation, talks to Anthony Harrington about Making Strides with LEO satellite service ‘Gogo Galileo’

In 2022, at EBACE in Geneva, Gogo Business Aviation announced it would be building a new low-Earth-orbit (LEO) global broadband service designed specifically for business aviation that would fit virtually any size business aircraft from light jets and large turboprops to the largest ultra-long-range large-cabin aircraft.

According to Gogo, the company has made significant progress in the development of that system during the past 12 months in conjunction with its strategic partners OneWeb and Hughes Network Systems. At this year’s EBACE, the company hosted live demonstrations of the new service, and it announced a name for the new global service: Gogo Galileo.

On the heels of EBACE 2023, we caught up with Gogo’s president and chief operating officer, Sergio Aguirre, to get an update on all things Gogo Galileo.

AH: Based on the announcement and demonstrations you conducted at EBACE in May, it sounds like things are really humming with your Gogo Galileo service.

SA: We’re really pleased with how things are progressing. We’re actually ahead of schedule thanks to the work being done by our team in conjunction with the teams from OneWeb and Hughes. OneWeb conducted the final launch of satellites to complete its full LEO constellation with more than 588 satellites at the end of March, and the network is expected to be operational and aero-ready in early 2024. The demos we conducted were live using OneWeb’s network as it is today – we wanted people to experience the actual network.

We also completed the preliminary design review of our exclusive electronically steerable antenna (ESA) assembly earlier this year. Also, testing with the antenna prototype on the AVANCE platform is underway.



What we're bringing to the market will deliver best-in-class global performance that is faster, smaller, more affordable, and easier to install than other global satellite solutions.

AH: During the show in Geneva, Gogo conducted live demos of Gogo Galileo on a Gulfstream G-IV at the static area for customers. What can you tell us about how that went?

SA: It was phenomenal. The response we received from the people who were onboard the aircraft at EBACE made it clear that we are building something special. Rather than me telling you about it, though, I'd like to give some quotes directly from some of the people who used the system first-hand because the service really wowed them. Here's what they had to say:

Justin Vena, senior avionics installation sales representative, Duncan Aviation: "While I was in Gogo's aircraft doing a demo, other people came on as well. We were all supported, we were streaming videos and it performed magnificently. Like all things internet, once you get a taste of data, you always want more. Gogo's always met that expectation."

Grayson Steding, manager of customer engineering, Greenpoint Technologies: "Connectivity has been the No. 1 request of new clients to Greenpoint. That's one of their top concerns is being able to have that seamless experience when they get on board, and it's the same experience as they would get in their home or office and they want to have that in the aircraft as well. Using Gogo Galileo we were able to stream 4K YouTubes. We had multiple streams at one time and seamless video chats."

Mike Weisner, chief customer engineer, Greenpoint Technologies: "It's really impressive to see that level of performance on an aircraft."

Maresh Boel, senior product and proposal manager, Fokker Services Group: "Well if you compare this to like five years ago when we only had SwiftBroadband it was slow and email (only), and that was it. With Gogo, it was like 'wow!' Really impressive. Really crisp quality, on immediately, no buffering."

Jak May, head of marketing & communications, AirX: "As a business, we're always intrigued and looking into new technology and innovation. I was kindly invited onboard to do



“ The FDX antenna is designed to fit on larger aircraft and it will deliver what we believe will be the best inflight connectivity service in business aviation.”

the test and obviously, I connected to the satellite, no (other) data service and I wasn't connected to a local mobile network, and within a few seconds I got full service and I was able to stream a live news broadcast that was happening back in the U.K. There was no lag, there's nothing dropping, no black spots, I didn't have the spinning wheel of death on my screen.”

Lars Andersen, vice director of technical sales, Scandinavian Avionics: “It was like sitting in your living room just surfing through your normal web pages.”

Matthieu Rosanvallon, Freestream Aircraft: “I just connected to your (Gogo Galileo service) and I have better internet here than I do at the hotel, so there you go.”

AH: In addition to the Gogo Galileo demos, you also announced another antenna for the service. What can you tell us about the new antenna?

SA: We announced a second, larger form-factor ESA for our Gogo Galileo product line: the FDX. The FDX was designed to be a premier solution that will deliver faster data speeds and higher throughput than the smaller “HDX” antenna we announced in 2022. The FDX antenna is designed to fit on larger aircraft and it will deliver what we believe will be the best inflight connectivity service in business aviation. The FDX will be faster with lower latency than current geosynchronous (GEO) satellite systems can deliver, supporting multiple unique VPN, interactive video, and gaming sessions simultaneously.

With the introduction of the FDX antenna, our AVANCE platform now offers a complete portfolio of North American air-to-ground (ATG) and global LEO products to meet the unique needs of each segment of the business aviation market. We have solutions to fit any aircraft size, flying any mission, whether the owner is focused on value, high performance, or redundancy. And it's all coupled with our award-winning customer support.

The experience on our LEO network with either the FDX or HDX antenna will be much better than a GEO network can provide. This is not only because LEO will be faster, which it will be, but the latency – or the time it takes for a signal to travel from satellite to ground to aircraft – will be greatly reduced. It's basic physics: LEOs are 30 times closer to Earth so the signal gets there much more quickly.

AH: In addition to Gogo Galileo, I know you are close to a full market launch of Gogo 5G. Where do things stand there?

SA: Gogo 5G is progressing well and we'll have some exciting news on that front coming soon. One great benefit we will be able to offer when Gogo Galileo launches is the fastest and highest capacity inflight connectivity products in North America through a combined LEO and 5G superior solution, enabled by the AVANCE platform's unique multi-bearer capability. No one else in business aviation can say that.



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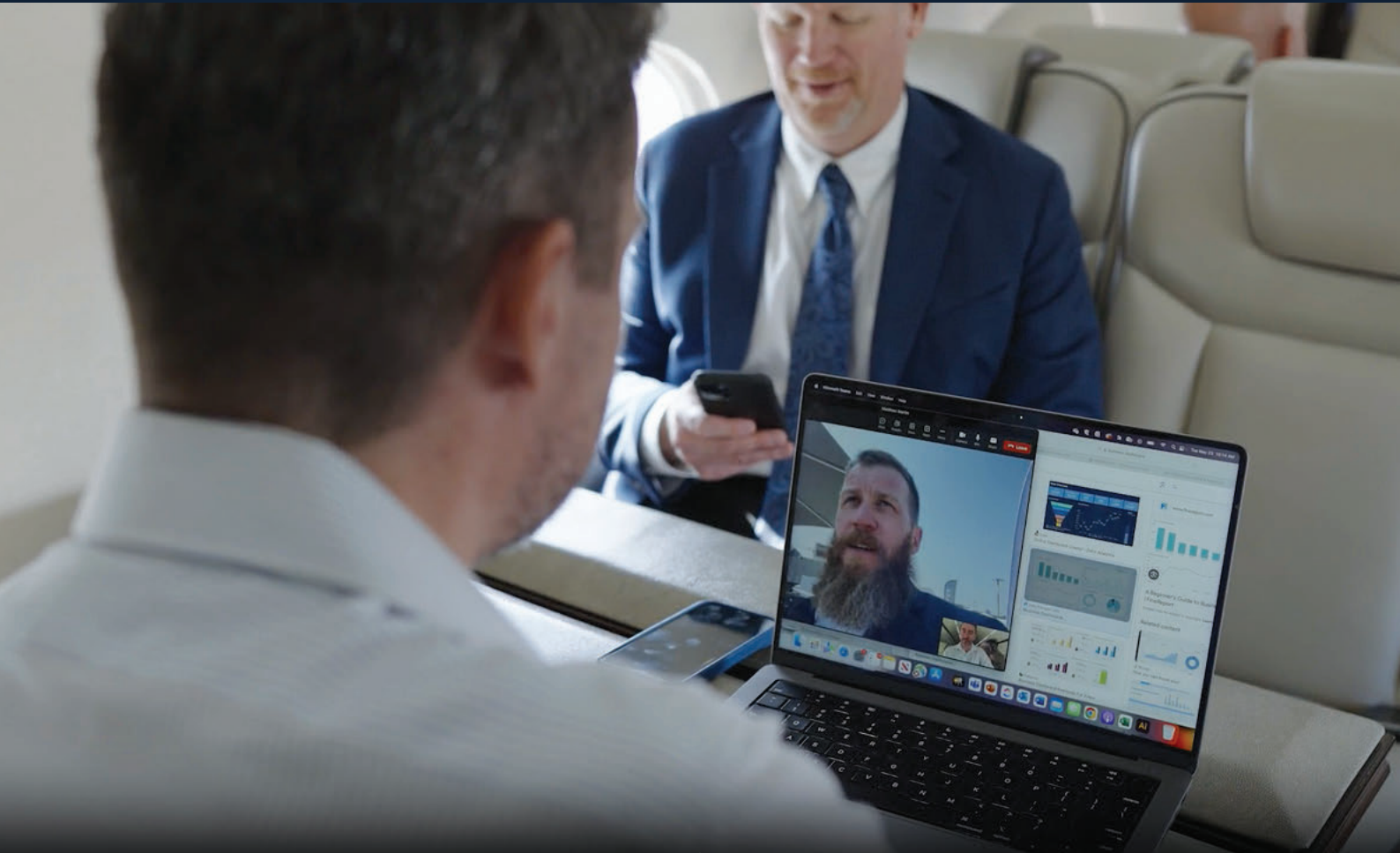
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AH: If I remember correctly, one of the key aspects of AVANCE is that it can support multiple networks, correct?

SA: We specifically designed AVANCE so customers could easily and affordably add new technologies, and additional features, functionality, and network capacity to the system. We made a strategic decision years ago that would give us the ability to add new networks by enabling multi-bearer capability, as well as for upgrades to be done with minimal cost and less downtime.

In the case of Gogo Galileo, any aircraft with an AVANCE product installed (L3, L5 or SCS), will only need to add the FDx or HDX antenna to the fuselage to access the benefits of LEO network technology.

I'd also like to reiterate that, unlike other providers, Gogo is focused on serving all of business aviation around the globe. We're going to do that with Gogo Galileo, just like we did with our ATG network in North America several years ago. The majority of midsize and smaller aircraft operating outside the U.S. have had no viable broadband solution and Gogo Galileo will give everyone in business aviation, from turboprops on up, the ability to have an exceptional inflight Wi-Fi experience. We're really proud of that.

Let me also say to customers interested in Gogo Galileo that they can pre-provision their aircraft today by installing an AVANCE system, and once the service launches, they will only need to add the antenna to the fuselage.

AH: We also caught up with Reza Rasoulian, vice president at Hughes, and Jason Sperry, head of aviation for OneWeb, to see what they had to say about the progress that's being made with the development of Gogo Galileo.

Reza Rasoulian, vice president, Hughes: We're proud to support Gogo as they continue to enhance their world-class inflight broadband system for business aviation. Thanks to the dynamic partnership between Gogo and Hughes, combined with our engineering expertise and close collaboration with OneWeb, Gogo Business Aviation's customers will soon realise an unmatched LEO connectivity experience worldwide.

Jason Sperry, head of aviation, OneWeb: We're excited to see Gogo's continued progress alongside the very tangible progress OneWeb has made recently with the completion of our LEO constellation, and the continued rollout of our ground infrastructure. Together we mean business, and we're just getting started. |BAM



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READY FOR TAKE OFF



Nazeif Habboub



Raimund Zopp

Nazeif Habboub, Director of Business Aviation Services, ARINC Direct, for Collins Aerospace, and Raimund Zopp, Founder and Director of Innovation, FLIGHTKEYS, discuss sustainable solutions for business aviation

Climate change is increasingly a topic of global awareness and concern, with organizations in virtually every industry focused on how to improve sustainability. The aviation industry is no different, with the business aviation sector increasing its focus on environmental friendliness.

While sustainability is top of mind for many, there is a perception in the industry that sustainable solutions for business aviation are not readily available.

Nazeif Habboub disagrees and argues that business aviation is an ideal incubator for near-term business aviation sustainability initiatives.

Why? “Often business aviation operators have one – or just a small fleet – of aircraft,” said Habboub. “This smaller fleet size gives them the agility and flexibility to test new things. Often, it is easier to purchase and implement sustainable solutions and technologies for one aircraft than it is for 500.”

Beyond the environmental impact, sustainable initiatives can often result in more cost-effective operations. “With fuel being the biggest variable operating cost, finding ways of flying more efficiently makes financial sense and creates

a win-win scenario for operators,” notes Habboub. Bottom line: Habboub believes that there are some near-term opportunities to consider when looking at business aviation sustainability options.

SMALL FLEET, BIG IMPACT

Enterprises with small fleets can have an outsized impact – driving the adoption of sustainable activities and technologies across the larger aviation industry. Just one influential CEO or popular celebrity who uses their fame and platform to highlight the steps they are taking, can drastically increase demand for similar sustainability actions across the industry.

“Business aviation can be the cradle of innovation for the industry. Solutions tested in this segment could be scaled up to provide benefits for commercial aviation,” Habboub explained. “By being a sustainability innovator and leader, we can provide significant benefits to many areas within aviation, going well beyond business jets.”

Operators can truly make a difference by embracing sustainability in their business aviation programs. But what are some of the new technologies and innovations on the horizon that can make their air travel greener and more sustainable?



FOR UNSTOPPABLE DESIGNS



FOCUSING ON ROUTE EFFICIENCIES

There's an emerging ecosystem of new flight-planning technologies and solutions that can be leveraged by flight crews to enable them to make more efficient and sustainable choices while in the air. By embracing these solutions, business aviation operators can effectively empower flight crews to make greener choices inflight, by allowing them to optimize flight paths for fuel consumption and climate impact.

Raimund Zopp, Founder and Director of Innovation at FLIGHTKEYS, explains: "Inflight optimization tools that are designed for pilots and made to be used in real-time on the flight deck, can enhance a pilot's decision-making capability. These solutions leverage cutting-edge technologies to provide flight crews with the tools and context knowledge to make informed, cost-efficient, and sustainable decisions on their own."

Armed with the information they need to make greener flight path choices, business aviation operators can make a significant dent in their climate impact.

GOOD CHOICES COUNT

The ecosystem of alternative fuel aircraft is a small one, and many business aircraft still require fossil fuels to operate. However, the fuel that businesses use in their aircraft doesn't necessarily have to drastically increase their carbon footprints. According to Habboub, there are alternatives that could help decrease the emissions from business aviation operations.

"There are some sustainable aviation fuel (SAF) options on the market that are usable replacements for jet fuel with a smaller carbon footprint than regular jet fuel," Habboub explains.

"These SAF solutions are blends of regular jet fuel plus sustainable feedstocks that can include agricultural waste products, forestry and municipal waste, algae, and other biologically derived hydrocarbons."

SAF solutions can, however, be problematic. SAF alternatives can be difficult to locate and acquire for business aviation operators. They can also cost more than traditional jet fuel. But they are available and usable today and can have a marked impact on the overall sustainability of an enterprise's business aviation operations.

COMBATING CONTRAILS

It has long been known that carbon emissions from burning jet fuel are a contributor to the larger climate impact of business aviation. There is emerging science that

condensation trails – known as contrails – are also playing a significant role in climate change. And this area of inquiry is focused on reliably predicting the climate impact of each flight in detail to enable mitigation strategies.

What are contrails? They are the distinctive linear clouds that are often visible behind an aircraft as it passes overhead. According to the Federal Aviation Administration (FAA), contrails are, "a type of cirrus clouds consisting of predominantly ice particles." The FAA also explains that the water that forms these ice particles, "...comes from the atmosphere itself, and a small portion is from the engine exhaust."

"While these cirrus clouds are effectively harmless to the humans and other living things that see them overhead, we are working with major scientific institutes on developing mitigating strategies to see how they could positively impact climate change," notes Zopp. "Clouds, like contrail cirrus, work like a blanket (mostly during the nighttime) trapping heat radiation and warming the atmosphere."

"While predicting the precise time and location of contrail-critical airspaces is still an evolving science, at FLIGHTKEYS, we are developing avoidance strategies. These strategies create so little overhead on flights that implementing them now seems quite attractive. And the same tools used for improving flight efficiency can also be utilized for contrail avoidance."

This sentiment was shared in an October 2022 position paper by Airlines for Europe (A4E), Europe's largest airline association, which claimed, "Some of the technological solutions being developed and explored... may play an important role in mitigating the impact of non-CO2 emissions." This led to the recommendation for, "Improving data of flight plans and promoting 'green' flight trajectories."

FOCUS ON THE FUTURE

"Some of today's business aviation operators are starting to hold themselves accountable for sustainability metrics the same way they hold themselves accountable for profitability and sustained growth," said Habboub.

"If these organizations are going to continue to make progress towards increasing sustainability, reducing their environmental impact and reducing costs, they need to make smart choices. In my opinion, there are steps that can be taken today to make operations more sustainable. And given the investment, innovation and the critical need to reduce carbon emissions, I believe that we are just beginning to scratch the surface of what is possible." |BAM



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DEEP DESIGN

Aurora Saboir, founder and lead designer at Aurora Saboir Design, talks about stepping into private aviation and creating unique interiors, exteriors and outstanding on board experiences

Q : Aurora, what led to you moving into private jet design?

AS: I graduated as an industrial design engineer and after, I spent the first 10 years of my career working in and exploring various different fields of design including hospitality and residential interiors, branding, and bespoke furniture design. At the same time, I focused on developing my skills in project management, business development and communication. Meanwhile, along with managing construction and production on a daily basis and on various scales, I had the opportunity to learn and understand the core values of building successful projects. I rely heavily on these production-focused, structured design methodology practices. However, none of these can exist unless one has vision and an unlimited and free imagination.

When the Covid pandemic began in 2020 I was living in Mallorca, working on a new, luxury furniture brand as the



Creative Director. My role was to set the direction of the first collection; meanwhile managing prototyping and production in the Far East. Unfortunately, the entire process was heavily hit by the pandemic and lockdowns. It became impossible to move ahead given the constraints on physical production.



Bell429 ENZO



G650 AP

This was a very controversial period for me because I realised how fragile the supply chain was, and how limited your capabilities are once you don't have access to labour and production, and to transportation. However, it was a remarkable time for self-improvement on a professional level. I gained experience in international project management, advanced-level machine and tool engineering, innovation research and implementation, as well as production and distribution planning.

During this time I happened to meet some people who owned their own yacht in Mallorca (I'm a great admirer of the sea and the underwater world) and one owner also

happened to have a CJ2. They knew I did furniture and design and asked for some styling advice. Their question was: how do we change this up? How do we perk up and refresh the CJ2's interior?

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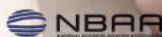
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This was about mid-way into 2021, and it was literally my introduction to private aviation. I got hooked immediately. The scale, the flow and the system of the cabin interior and its elements were immediately understandable and clear. Interestingly, working with this limited space, fixed monuments, and other restrictions was very inspiring for me. You are truly forced to focus on the small details and to come up with unique solutions.

Also, I found my own approach, which is looking at the “big-picture”. This involved not only selecting materials but also envisioning how the entire experience will feel for the passengers. This means everything you touch, see, and interact with, is important and can be customised. The jet interior struck me as a perfect blend of opportunity and restraint, an ideal 3D canvas for interior, furniture, accessory design and branding.

With this experience behind me, I decided to direct my focus entirely on this industry. I started to research and read, day and night, for perhaps four months. I looked into the major manufacturers, jet types, designers, maintenance facilities and completions houses. I worked on understanding the supply chain, and basically on understanding who does what and when. My background in engineering and production helped a lot because the methodology has a lot of similarities.

The upshot was, I created my first aircraft interior and exterior concept design and entered it in The International Yacht & Aviation Awards 2022, in the Private Jet Design – Concept Award category. I was hugely delighted to have my concept design shortlisted. It was the feedback I needed and a vindication of the fact that I had grasped what the industry expected from design. That was very positive and encouraging and reinforced my vision of becoming a business jet interior designer.

Bugatti Chiron



Q: How did you follow that up?

AS: After that, the difficult part started. First, I focused on self-branding. This included developing a website and a presence on social media, especially Instagram, along with reaching out to dozens of different accounts. Second, I began going to exhibitions and events and networking. I went to MEBA in Dubai, to Venice for the awards ceremony, to NBAA in Orlando, and most recently attending the Winter Aviation Summit in Vevey, and then EBACE in Geneva. I did all this over some 15 months. As I see it, this industry is not for the faint-hearted or for people who want fast success. Developing personal connections is so much more important than the number of your Instagram followers. However, I am truly in awe of how helpful, supportive and open people are in this industry. I was not once turned down when I either asked for help, or for guidance and support. The third step was winning that first private aviation-related contract. Securing my first clients was a massive milestone. In the beginning, these were concept interior design developments, presented with photorealistic renders.

After, I was enquired to do a more complex, interior, onboard experience and branding design development concept for a US-based private membership flight club. The design was for a Boeing 737- a 2-2 business-plus configuration with luxury details. Again, thinking through the big-picture, and focusing on accessories, and onboard user experience, with a branding-centred approach was a key consideration. This was particularly so as I was working on an interior which was otherwise quite limited in terms of how it could be modified.

You have the pillows and throws, tableware, glasses and crystals and so on, and you need to keep all these things and elements within the same visual identity. Beautiful interiors and accessories need to be well integrated together in order to create a harmonious atmosphere.

Q: Can you tell us about some of the successful collaborations you have forged so far?

AS: Yes indeed. I am very excited to announce that I am starting an exclusive partnership with Aeronautica Gestión (<https://www.grupo-tysac.com>). From its foundation in 1997 until today, AG has been delivering top-quality services. It has grown to be the leading Spanish company specialising in aircraft interior refurbishment, both for commercial and corporate aircraft.

Our joint goal is to develop the internal design department in order to provide full-scale, bespoke aircraft interior-related services. The foundation of the partnership is the combination of Aeronautica Gestión's remarkable excellence and expertise; together with my dedication and skills, in order to create unique and outstanding designs. We will offer tailor-made solutions for all interior enquiries, whether it involves a minor cabin refreshment or an entirely new interior refurbishment.

Besides, I will be appointed as a sales manager, focusing on delivering tailor-made, client-specific solutions, for both existing and new customers. We also aim to explore and apply innovative cabin and material solutions, tech-driven service and improvements, such as applied artificial intelligence and sustainability efforts. Our collaboration started in July, which also means I am relocating to Madrid, where AG is located.

I am also involved in an innovative and exceptional VVIP interior concept design development with Maison Meftah, a multi-disciplinary team of passionate artisans and designers - they are on a quest to produce sublime interiors with a traditional heritage approach combined with modern technology. Maison Meftah is well known for its remarkable skill in creating amusing installations, inlays, surface decorations and objects delivered by their unique copper sheet craft. Our collaboration focuses on developing new installation and placement solutions that showcase their amazing metal craft. My role as the lead interior designer is to create both one-off application forms along with designing individual onboard products and accessories. These will be produced by Maison Meftah and will be their first collection of VVIP cabin accessories and appliances. Another very important, recent strategic collaboration is the exclusive representation of Aurora Saboir Design in India by AJM Jet Management. AJM Jet Management Pvt Ltd, based in India, specialises in aircraft transactions, aircraft charter and aviation consultancy.

I met Mr Atiesh Mishra, Director & Founder, at EBACE this May. We decided to take advantage of his deep knowledge of the Indian private aviation market and my vision of luxury jet interiors. Our goal is to generate awareness of our design and project management approach in this emerging region as far as creating bespoke interiors and refurbishments is concerned. |BAM

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Charlie Bodnar

HANDLING *THE GLOBE*

Charlie Bodnar, Euro Jet CEO, and Gareth Danker, Sales and Marketing Director, talk to Anthony Harrington about the company's ground handling services across Europe and Asia

AH: Charlie, you have built up a huge network of ground handling support services across airports in Europe and Asia. How did it all begin?

CB: We launched in 2008 with the idea of providing ground handling support in Central and Eastern Europe, especially at the major airports like Prague, Budapest, and Warsaw and then expanding to the smaller regional airports. At the time we had no idea how big this was going to be and that we would continue to expand to Central Asia and be able to provide global trip support.



“It is all about being able to provide a service, whatever the client's requirements may be, and to do it as quickly as possible.”

Gareth Danker



This all happened when we started to get more and more requests from customers asking for help with a range of ground handling and fuelling services at airports across Europe. We were soon servicing a dozen or so transatlantic companies flying into dozens of European airports. Customer demand grew and grew and we kept extending our services to more and more airports across Europe and Asia.

Today, as we celebrate our 15th anniversary, we've grown quickly from an initial base of providing services at 15 locations to now providing support and partnerships with hundreds of airports.

AH: How do you ensure quality of service?

CB: It is important to stress that we have very strict vendor and partner selection criteria that we follow each time we grow our network and start working with a new airport.

This means that we do everything that is required to ensure that our services at each new airport match the high standards we have set for ourselves. We do an internal audit on the equipment and the quality of service our partners provide. We talk to the management and the people responsible, and we look very closely at the insurance arrangements they have



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in place to protect our clients. Once all this is done, then we are confident we can offer the high quality of service that Euro Jet has built its reputation upon.

AH: When do you decide to put your own team in to help and oversee services provided by the partner that you are contracting with?

CB: Clearly if we are involved in only a few flights a month at a particular airport in a more remote location, then it may not be feasible to put someone there on the ground. However, once an airport is seeing significant traffic from our customers, then we need to have our own representative in place. We'll do this either under contract or by taking on a new staff member with local knowledge.

AH: Can you explain in more detail the core region where Euro Jet is located and also some of the global work that you do?

GD: Euro Jet has two sets of regions in the world that we focus on, our core network and then global locations. There are some 30 countries in our core area, which stretches from the Baltics down through Poland and the Czech Republic, Slovakia, Hungary and into the Balkan countries of Romania, Bulgaria, Moldova, Albania, and the former Yugoslavian countries that include Croatia, Montenegro, Serbia, Bosnia Herzegovina, Slovenia, Kosovo, and North Macedonia. We also provide support in the caucas countries of Armenia, Azerbaijan, Georgia, and throughout the Central Asian 'Stans'.

We have throughout our core region ramp cars and complimentary crew lounges that allow our customers the option to get some work done or relax in-between flights.

We also do a substantial amount of business outside this core region on a global scale in Europe, North America, South



America, Asia, and Australia. Around the globe, we manage flights for several private jet companies, in addition to several heads of state and governmental ministers.

We also support major airlines with our diversion assistance program where we manage data collection for their offline airports across the world in addition to coordinating any diversions into them.

AH: Can you tell us a bit about the range of services provided?

CB: We have a ground handling license in Prague, where we fully staff that operation ourselves. In the other locations, we have a Euro Jet branded and English-speaking team who oversee all aspects of our ground handling portfolio of services.

So, for example, they will oversee the provision of fuel and will assist with landing slots if it is a slot-based airport. We provide landing permits on a 24/7 basis. We have our own unique network of vendors who provide catering, hotel accommodation bookings and transportation. In other words, we provide a complete one-stop-shop solution for all these services for our customers.

Also, for select customers, we will provide a credit service. This means that we will pay the bills on their behalf and invoice them post-trip. Of course, this means that we are dealing with multiple currencies, and that helps the client in that their pilots are free from having to solve cash and currency problems on trips that cross several national boundaries.

We have some 25 people in our Operations Control Centre and about 90 staff in our office in the Czech Republic, who manage these services for us. We then have another 150 people working for us across the world.

AH: How much notice do you get from clients, in general, with respect to requests for ground handling?

GD: While advance notice is always preferred, customers can contact us at the last minute. We run a 24/7 service and can respond very quickly and successfully to the request. While with



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“A new service we are now providing is the option of a flight rider. This is someone who travels with the client. It is especially useful if the client is flying into a location where they have less experience.”

Charlie Bodnar

most flights we receive the request at least 48 hours prior and often know about them a week out, some charter operators will be ready to fly in four hours or so from the agreement contract, so we can get just a few hours warning on those flights. It is all about being able to provide a service, whatever the client's requirements may be, and to do it as quickly as possible.

AH: How do you see things developing?

CB: A new service we are now providing is the option of a flight rider. This is someone who travels with the client. It is especially useful if the client is flying into a location where they have less experience. The flight rider accompanies them on the flight and takes care of everything, from supervising the check-in process and boarding of passengers to coordinating any ground support and assisting the airline with any crew requests.

We are seeing demand for this service from customers flying wide-body jets and from the larger narrow-body segment. One of the problems we have is that it is challenging to find staff who can leave their homes for long periods of time to accompany clients with a busy travel itinerary. But it is an exciting service to provide for clients.

AH: What is one of the challenges you have when competing with other companies on the market?

GD: We provide a high-end service and we do not try to

offer the lowest price. There are smaller ground handling companies out there, with much smaller staff, and it is frustrating to see them under-price the market to try to win business. They do not have the compliance and staff training teams, nor the lounges, ramp cars, insurance, and of course people on the ground that we offer.

Why would you fly a \$50 million aircraft into a less frequented airport and look for the cheapest possible provider to take care of that aircraft on the ground, along with your VIP passengers? It does not make sense. Quality counts and our customers recognise this and are prepared to pay to ensure that they receive top-quality service.

AH: How do you foresee the next few years?

CB: The charter market is set to grow further in the next few years. As this market grows, we are looking to grow along with it, and we see plenty of opportunities to expand our services. We are actively looking to extend our services and brand to areas and airports where we currently do not have representation.

We are also focusing on talent acquisition to help support this growth. We expect the demand for logistics services in private jet travel to continue to grow over the next five years and we'll be there to provide top-quality service. |BAM



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BREAKING NEW GROUND

Martin Feč, the founding member and managing director of GEMINI WINGS, and Peter Duchovny, co-founder and flight quality director, on the company's innovative business model

Q : Martin and Peter, can you talk us through the founding idea of leasing spare capacity from aircraft owners and operators? What is involved in that concept?

MF & PD: Aircraft are made to fly. They generate revenue when they are in the air, and subsequently reduce operating costs. GEMINI WINGS is an optimising force for aircraft owners

and operators. We assist in effectively utilising their aircraft, especially when these aircraft are not fully used for their own purposes.

Our aircraft utilisation services have proven most successful in reaching the highest number of flown hours for a particular aircraft type. We have an ambitious vision dedicated to creating a fairer and more level playing field for

Excel



aircraft operators and individual owners. We achieve this by encouraging a collaboration-based growth that thrives on efficiency and economies of scale, rather than depending on only the hours actually flown. Our unique cooperative model creates win-win situations with clear-cut benefits for relationships and stakeholders in its network.

Q: The 'guaranteed payment' approach is intriguing. Is that not a large risk to take on board? How do you control the downside?

MF & PD: We have formed an international alliance fleet comprised of private aircraft. We act as the exclusive sales agent and guarantee an agreed regular yearly income to the aircraft operator or owner. The aircraft is simply leased to GEMINI WINGS following an innovative 'build-up guarantee model' that applies to every aircraft in the fleet.

This model helps to reduce the operational costs for individual aircraft owners and operators. Our unique cooperative network model generates a guaranteed payment for days when the aircraft is available to the network, even if the aircraft is not used, and therefore guarantees a regular monthly income through effective use of the aircraft.

Our calculations have eliminated our risks and we can give that guarantee. Yet, we also do have financial backup if necessary.



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Q: How does GW help business aviation to become a more environmentally friendly industry?

MF & PD: It's simple, imagine your aircraft taking you on vacation where it will wait for you for a week. From the same location, someone else wants to fly, and for their flight, an empty aircraft needs to fly to the destination. However, your aircraft is already at the destination and is not being utilised at that moment. One of our main missions is to optimise these so-called empty flights and thereby contribute to reducing the industry's carbon footprint.

Q: How do brokers view this service and what does it have to offer brokers?

MF & PD: GEMINI WINGS helps brokers to concentrate on an increased number of flights. Thanks to the close cooperation, we can predict flight demand, avoiding empty legs, which saves the operators' flight costs, and the brokers' positioning costs. We provide brokers with detailed flight monitoring, including pre-flight plane positioning, weather and NOTAMS, all movements, crew details. We also provide flight crew feedback after the flight. Based on our long-term relationship with the brokers' network, we can schedule flights closest to airports where the clients of our brokers are based. As a result, we are able to provide them with very competitive prices without compromising the quality of the flight or in-flight service.

Q: Can you tell us a bit more about how you help with the optimisation of operational costs?

MD & PD: GEMINI WINGS will lower the Direct Operating Costs by improving economies of scale. This is created by synergy (lower fuel prices, better handling conditions, etc.) and increasing revenue from our flight sales activities.

We check the area of operation and its potential and limitations. According to our internal analyses and market research, we are able to rate virtually every day of the year, assigning the aircraft usage a value that is proportional to market seasonality.

Our analytical experts are constantly monitoring flight routes aiming for optimisation and avoiding empty legs or positioning flights.

Q: What can you tell us about the team that you have put together?

MF & PD: Our team consists of highly qualified and experienced professionals with diverse backgrounds. Taken together, their experience includes operations, sales, purchase negotiations, market data analyses and so on. Their combined knowledge and skills are available to ensure that all aspects of aircraft ownership and operation are considered. All our activities are a central effort on behalf of our group of clients.

We are in a stronger negotiation position than individual owners, which enables us to have a bigger impact on operating conditions and price reductions. When an aircraft needs maintenance, we can arrange a temporary aircraft replacement.

If an owner wants to acquire or change to another aircraft or wants to relocate to a different territory, we can provide advice and support in the decision-making process. We analyse and estimate the potential use of the new aircraft with respect to charter and estimate the cost reductions that can be achieved. Above all, GEMINI WINGS is focused on being the aircraft owner's trusted partner. |BAM

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EBACE 2023 NETWORKING PARTY

Wednesday May 24th 2023, was the day when the European Business Aviation community came together under the BizAv Media name for the first time in 4 years. Ensnconced within the almost industrial feeling venue of the Cercle Des Bain in Geneva, the mood was celebratory, glamorous, and informal. With select guests from across the industry it was a networking event unlike anything else seen recently. While the dancefloor and indoor bar area were abuzz with energy, those whom desired a quieter time congregated in the courtyard for relaxed conversation. The venue's personnel did a superb

job of ensuring everyone had a great time, nothing was too much trouble, and everything went smoothly.

With a couple of roving photographers and a videographer, capturing the happy faces of the great, and the good, enjoying themselves, we can all be sure the memories of this night will endure, even if a few guests memories are a little hazy themselves. All in all, a great time was had. Friendships were strengthened, new business relations were forged, and long-standing relationships were refreshed. None of this could happen without the support of our sponsors for the night, friends, and clients, so a massive thank you goes out to all those that enabled us to make this happen.



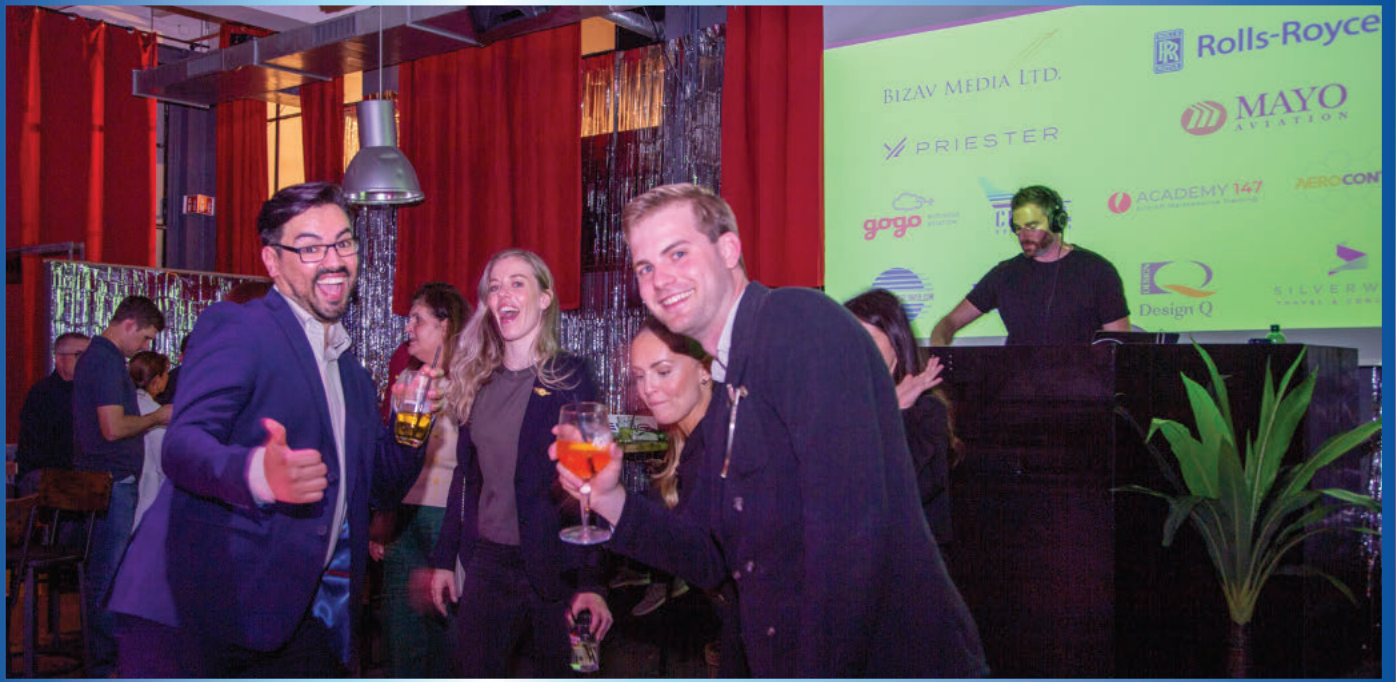


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Without our extensive and tightknit network of friends and business partners, BizAv Media would be just another magazine on a shelf instead of the vibrant pool of interconnected aviation executives that grows stronger and stronger year after year. Every time we organise these events, we strive to improve and be exceptional. Our next event will be in Las Vegas on the 18th of October 2023, so get in touch and join with us as we grow. |BAM



For a complete gallery of photos from the event visit: www.bizavltd.com/bizav-events/ebace2023party



BBJ 777-300er



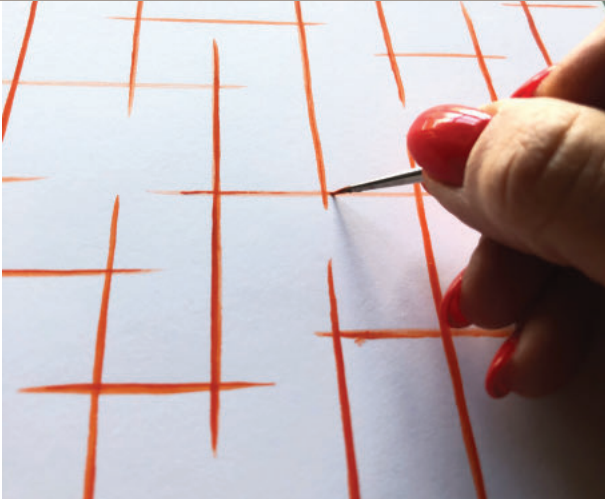
ENGINEERING *SUPERB* DESIGNS

Warja Borges, owner, Unique Aircraft, on blending architectural and engineering skills with design to create stunning aircraft interiors

Q : We know that you launched your own company after gaining experience with Reiner Heim Design in the Noughties but what was it that drove you to stay in aviation?

WB: What drove me to stay in aviation was the combination of my passion for design and the unique opportunities that the industry presented. While working at Reiner Heim Design, I had the chance to venture into aircraft interior design for business aviation. This experience sparked a deep fascination within me.





The aviation industry offered a distinct canvas for creativity and innovation. Designing interiors for business aviation aircraft allowed me to combine my architectural skills with a specialised focus on creating luxurious and personalised spaces. The opportunity to craft unique environments that cater to the discerning needs of VIP clients was truly inspiring.

Additionally, the absence of design studios in Germany dedicated to business aviation interiors, created a niche where my specialized skill set could flourish. This, coupled with the encouragement from a close friend who recognised my ability to make aircraft interiors exceptional, motivated me to establish my own business in 2010.

Staying in aviation was a natural choice for me as I continued to find fulfilment in pushing the boundaries of design, delivering exclusive experiences to clients, and collaborating

“ Staying in aviation was a natural choice for me as I continued to find fulfilment in pushing the boundaries of design, delivering exclusive experiences to clients, and collaborating with industry leaders.”

with industry leaders. The allure of aviation, combined with my passion for creating remarkable interiors, has driven me to remain dedicated to this captivating industry.

Q: What sets you apart as a designer?

WB: I believe it to be my dedication to blending engineering and design in order to create exquisite interior art. I continuously challenge myself to think differently and explore new technical solutions. My focus is on ensuring the well-being of passengers and making their travel experience as comfortable and enjoyable as possible.

With a background in architectural interiors, I possess a strong foundation in engineering. While designing an aircraft interior presents unique challenges, I excel at translating technical requirements into a cohesive and aesthetically pleasing whole. Materials, colours, and textures play a vital role in my designs. I conduct extensive research to reimagine their potential application in aircraft design, always aiming for a fresh perspective.

I take a hands-on approach to my work, often conducting sampling and ergonomic studies to ensure meticulous planning. My practical mindset, gained from my ability to undertake structural work, provides me with a deep understanding of construction techniques.

BBJ MAX7



Furthermore, I incorporate cultural inspirations into my designs, honouring the background of each client. By combining culture, tradition, craftsmanship, and cutting-edge technology and materials, I create designs that are truly unique and captivating.

Q: You are well known as the designer of the Boeing demonstrator. What factors contributed to its remarkable success, in your opinion?

WB: When I undertook the design of the Boeing demonstrator, I had a clear vision of its primary purpose: to transport top executives of Boeing worldwide, enabling them to seamlessly conduct their work, relax, and engage in meetings during their journeys. I asked myself, “What kind of environment would best serve individuals in such positions? What facilitates their activities?”

To begin with, intense focus is crucial when preparing for meetings or creating presentations and speeches. Therefore, a serene and calm environment is essential. Subsequently, after the meetings, a space conducive to relaxation and rejuvenation is necessary. This guiding principle influenced every aspect of my design.

One aspect I truly enjoyed was the feedback received from visitors who viewed the aircraft on static display. Many

commented on its spaciousness, mistaking it for a larger BBJ. In reality, it wasn't larger, but the design was intended to create an illusion of openness and airiness. This ambiance is crucial for fostering a successful work environment.

Q: Do you primarily focus on widebody aircraft rather than Gulfstreams or similar models?

WB: Yes, my primary focus lies predominantly on widebody aircraft like BBJs and ACJs. These aircraft are referred to as “green” aircraft, meaning they are essentially empty and provide a blank canvas for design. Starting from scratch allows for tremendous creative freedom.

On the other hand, business jets already come with pre-configured interiors that are pre-engineered. While there is limited room for customization in smaller jets, the use of different colours and textiles can significantly transform the internal space and create a distinct atmosphere.

It is important to emphasize that designing interiors for narrowbody or widebody aircraft requires extensive knowledge across various disciplines. Understanding the applicable regulations is crucial. Additionally, incorporating common-sense knowledge of what makes people feel comfortable is essential. For instance, leveraging the positive



impact of light and colours on passengers' well-being can greatly enhance the overall design and passenger experience.

Q: How are emerging technologies expanding your range of design options?

WB: Technological advancements have made significant strides, offering designers like myself an expanded range of options. For instance, at the AIX show, I encountered various possibilities with transparent OLED screens. Incorporating these screens into designs would be remarkable, although they are not yet certified for use.



Similarly, there have been developments in lighting, soundproofing materials, and humidification systems. These advancements allow us to enhance the health and comfort of passengers by leveraging the latest technology.

Overall, the rapid progress in technology broadens the horizons of design, opening up exciting avenues to create exceptional and immersive experiences for travellers. **|BAM**

An advertisement for High Tech Finishing. The top left features the logo "High Tech FINISHING" with a stylized airplane icon and the tagline "Brilliance. Elevated." Below the logo, the main headline reads "Latch on to Superior Decorative Plating." in a large, serif font. Underneath the headline, a gold-colored banner contains the text "SUPERIOR PLATING PERFORMANCE FOR YOUR INTERIOR". The right side of the advertisement shows a close-up of a gold-plated metal component, possibly a latch or part of a door. At the bottom left, the website "www.htf.net" and phone number "713.666.0550" are listed. Below this, there are three certification logos: ANAB, ISO 9001, and Registrar.

CAPTIVATING CARLISLE BAY

By Jane Stanbury, Global Luxury Correspondent

Antigua is one of the more captivating islands in the Caribbean, renowned for its pristine white sandy beaches, crystal-clear turquoise waters, and vibrant culture. On the southern shores, nestled between a rainforest lagoon, majestic verdant hills, and the crescent-shaped coast, is the exquisite Carlisle Bay Hotel.

One of the finest ways to appreciate the hotel and Antigua is to ride with local rotary operator Calvin Air. The business operates a modern, state-of-the-art fleet of Airbus EC130 helicopters from their heliport just west of St John's, the island's capital.

The machines are quiet and smooth and sport luxurious interiors for maximum comfort. Charters to the exclusive Jumby Bay island resort, overflights of Montserrat to take in the Soufrière Hills volcano, round island flights, or tailored charters, are all available.

To ensure full appreciation of the many sights, passengers are connected to the vastly experienced pilots via Bose headphones. They deliver knowledgeable, entertaining commentary. Passengers have a birds-eye view of giant turtles bobbing in the turquoise waters below, celebrity-owned properties, and secluded mansions connected by jungle roads. It's a stunning way to discover the rich diversity of the island.

The flight path takes in the island's 365 beaches, the bustling capital, St. John's and the English Harbour. The latter is a UNESCO heritage site and is home to the historic, fully renovated Nelson's Dockyards, as well as deep-water Falmouth Bay where some of the world's most exotic mega-yachts are moored.

Each December, leading charter operators and the world's prestige yachting fraternity gather here for an exclusive event to determine who will represent which yachts to charter to the world's elite.

For those preferring terra-firma, a path leading across a lily pad-laden koi pond delivers guests to tranquillity and the Carlisle Bay's colonial-inspired veranda lobby. A Leading Hotels of the World member, Carlisle Bay offers one of the island's most prestigious yet understated accommodations. Spanning more than a mile of beach, just under ninety spacious and elegantly appointed suites offer the utmost comfort and privacy. The split-level Bay Suites occupy the farthest end of the crescent, appealing to honeymoon couples and incurable romantics.

Accommodation is light and airy boasting four poster beds, sofas, and armchairs, while the terrace is furnished with a daybed for two. The bathrooms are equally roomy, with rain showers and tubs designed for sharing, overlooking the lush tree canopy. His and her sinks are matched by his and her wardrobes to create a fabulously sumptuous ambience.



Relaxation is a hotel theme; deep-cushioned sunbeds invite afternoon siestas with service-bell umbrellas enabling morning coffee, light lunch, afternoon tea, or sundowner service at the press of a button. Just beyond the gently breaking waves, circular bathing platforms provide the perfect option for a snooze at sea.

The Cara Organic Beauty Spa offers a range of indulgent treatments, including massages, facials, and body scrubs using ESPA products, and are curated to promote relaxation and rejuvenation. Guests can also partake in yoga and meditation sessions led by expert instructors or break a sweat in the state-of-the-art fitness center.

For the energetic a daily menu of activities is provided which offers everything from Pilates and Zumba, to cookery courses and tennis lessons. At the water centre, paddleboards, Hobie Cats, snorkelling, and more are readily available, as well as motorized activities such as water skiing.

The range of dining options is exceptional. The hotel boasts impeccable restaurants, each offering a unique culinary experience. From fine dining at beachside Indigo with a changing menu featuring local seafood, and fish alongside inspired international dishes, to the casual sand-between-toes Jetty Grill where guests can savour Caribbean-inspired delicacies like conch fritters or goat water.



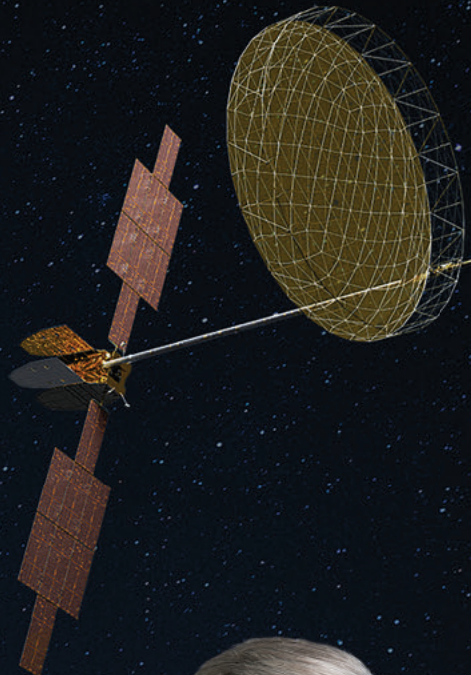
Asian flavours from sushi to pad thai are available at East, while poolside Ottimo serves up Italian treats, including woodfired pizzas; every meal is a feast for the senses.

Despite its serenity, Carlisle Bay Hotel gladly welcomes families, with a dedicated kids club providing a range of activities. Seashore scavenges, gentle boat trips or creative crafts are educational and fun. The small hotel cinema shows family-friendly movies every afternoon and blockbusters each night. The welcoming atmosphere extends throughout the resort, with a dedicated pool area, kid-friendly menus and spacious accommodations designed with families in mind.

The exceptional service at Carlisle Bay sets it apart. The warm and attentive staff go above and beyond to meet every guest's needs. Guest names are learned within days, and you are greeted personally on every occasion; every guest has a personal concierge service with an impressive black book of contacts. The hotel's commitment to excellence shines through in every interaction.

Whether seeking a romantic getaway, a family vacation, or a wellness retreat, Carlisle Bay reflects the authentic beauty of Antigua in every way. From its awe-inspiring location to its flawless service, it perfectly blends luxury, relaxation, and natural splendour creating an undeniable haven for discerning travellers. |BAM





GOING GLOBAL

James Person, senior director of global business development at Viasat, on the company's upcoming ViaSat-3 Ka-band strategy



Q : James, let's do a quick recap of Viasat's history in business aviation and your role within it.

JP: Sure. I lead the global sales team for connectivity for business jets. Viasat has been in the private jet connectivity market for the last 15 years. We started with a Ku band network, with Gulfstream as our launch customer. From there, we took that to large cabin aircraft, including Bombardier and eventually to Dassault Falcons. However, for the last four to five years now our focus has been on the highest capacity network in the world, which is the Viasat Ka-Band network.

With our Ka-band network, we have expanded service to super mid as well as large cabin business jets, and also commercial airlines as well as military and government customers. We started off with a US-based regional network with the aim of developing this into a global network fairly quickly.

“We have begun launching three global satellites, which together will form our ViaSat-3 global network. Each of the ViaSat-3 highly flexible satellites covers a third of the globe, and between all three we complete global coverage.”

If you look at where business jets fly, and where the air hours come from, about 90% of flight hours in private jets happen either in North America, Europe, or the North Atlantic tracks between those two continents. So, today, our highspeed high capacity broadband network, which is based on our owned satellites, covers North America, Central America, the Caribbean network, the North Atlantic routes, and Europe.

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“ We launched the first of these satellites, the ViaSat-3 Americas satellite on April 30th, this year, which is now properly positioned in its final orbit. It will be serving business jets across the Americas within a few months.”



Clearly, this is less than a global reach, however. And we have to take into account the fact that a lot of large business jets can and do fly globally. Plus some are based outside that area, in Asia and the Middle East for example.

Q: I take it you are addressing this gap with your present satellite launch plans?

JP: Yes indeed. This brings us to the current evolution of our network. We have begun launching three global satellites, which together will form our ViaSat-3 global network. Each of the ViaSat-3 highly flexible satellites covers a third of the globe, and between all three we complete global coverage.

Q: Will these be geosynchronous satellites?

JP: Yes. So far, all our satellites have been geosynchronous satellites. Taking the Equator as a starting point we are talking about a height of 36,000 kilometres above the equator. We launched the first of these satellites, the ViaSat-3 Americas satellite on April 30th, this year, which is now properly positioned in its final orbit. It will be serving business jets across the Americas within a few months, once we have finished testing and commissioning.

Around October, we are scheduled to launch the ViaSat-3 EMEA satellite. This will cover all of Europe, the Middle East and Africa. Then, six months after this we will launch the

third of our three satellites, the Asia Pacific one, which will cover that part of the world.

Q: How does this fit in with Viasat’s purchase of Inmarsat, which closed in late May 2023?

JP: Yes, Viasat’s acquisition of Inmarsat was completed on May 30, which is incredibly exciting for our companies and our customers. Perhaps the first point to make is that it means we anticipate we will not have to wait until the Asia Pacific satellite is in place in order to offer our customers global coverage. We announced the acquisition of Inmarsat in November of 2021, so it was really exciting to close out the transaction and get moving on building the future company.

Q: Going forward, how do you see the companies combining?

JP: What is already very clear is that the merger will bring complementary assets together. Inmarsat have some Ka-band satellites. They also have a large L-band network which they use for aviation safety for both business and commercial aviation. The L-band is what the SWIFT network runs on.

It is worth pointing out that this is a multi-billion dollar transaction, the published figure is over \$7 billion. Viasat is a larger company than Inmarsat overall, but in business aviation, they are significantly larger.



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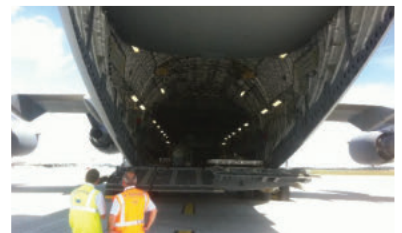
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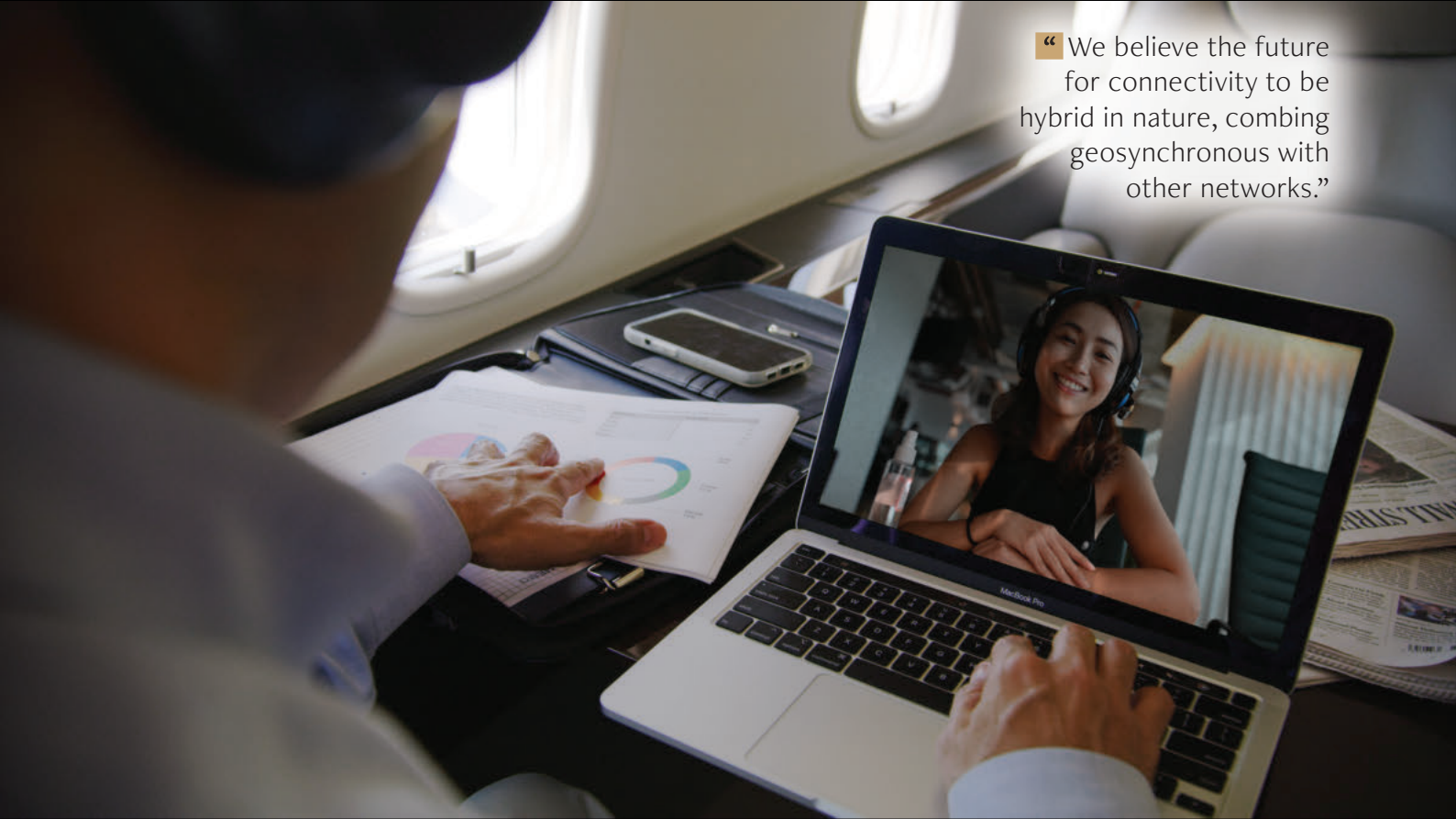
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Executive Handling in Lyon



“ We believe the future for connectivity to be hybrid in nature, combing geosynchronous with other networks.”

Q: What was the rationale for the deal?

JP: Our position is that we believe the future for connectivity to be hybrid in nature, combing geosynchronous with other networks. However, one of the great things about our geosynchronous positioning, as things currently stand, is that we are not wasting energy blasting out connectivity in the deserted areas of the world’s surface, such as the deep oceans, where very few ships or aircraft travel.

This means that we can focus that energy on hubs that are major flight paths for business aviation, providing a better service for our clients.

The trouble with LEO-only networks, by contrast, is that because you have to blanket the globe with them, you end up using a lot of energy covering areas that have no, or almost no, aircraft passing through them. You end up using a similar amount of energy over the open oceans to that which you would use covering, say, Paris Le Bourget, to no one’s benefit.

The other major advantage that our high-capacity satellites give us is the ability to provide a solution to latency issues. If you do not have the large, flexible capacity that we have, then high-traffic, high-demand routes slow the data traffic down. You end up dropping connectivity and getting shut out.

Another attraction for us was the fact that Inmarsat has a plan for highly elliptical orbits. These orbits go over the poles, so that will give us polar coverage. As for the two organisations’ networks, we both have geosynchronous satellites and we both have Ka-band networks. So it makes sense to combine them. This acquisition means we can be more efficient, it gives us a single plan for multi-orbit networks, to the benefit of flyers globally.

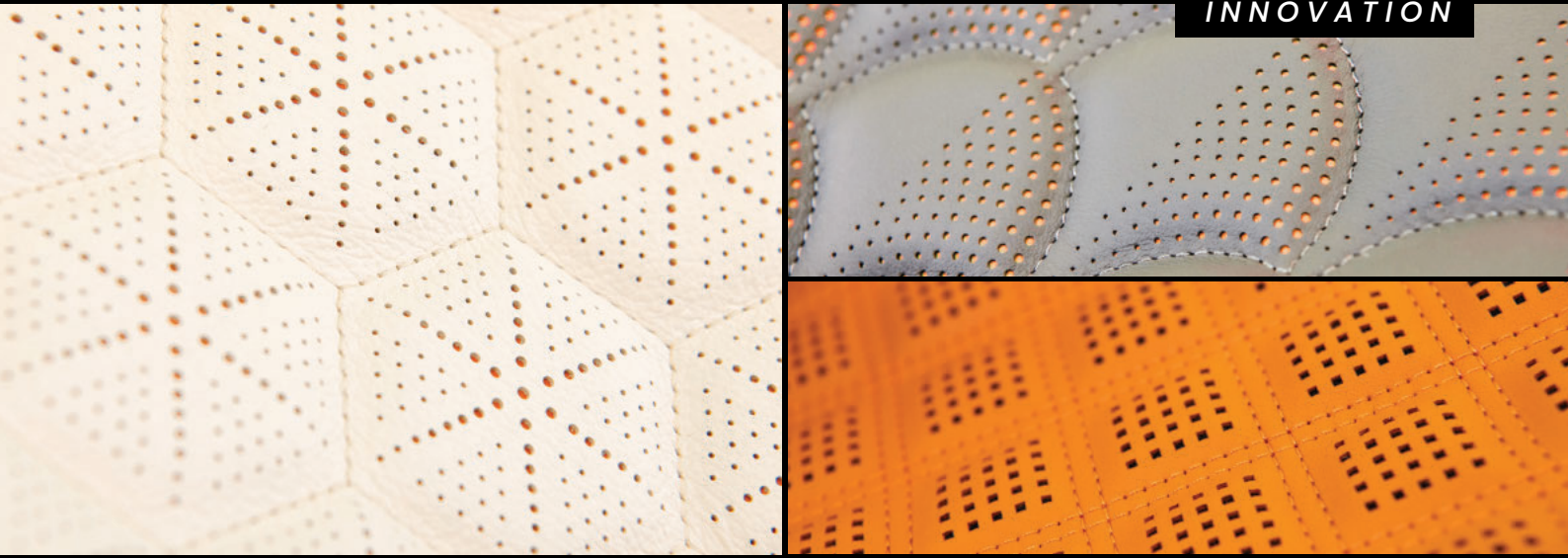
We already have the highest capacity network in business aviation and this is key. What drives a great experience for users is high capacity and you need to be able to deliver this to multiple aircraft at the same time.

A year or so back we were delivering better than 20Mb on average to the aircraft. Today our typical speeds are greater than 30Mb. This represents a 50% increase in connectivity to the cabin. That is enough for users to do live streaming, video conferencing and whatever else they want to do.

At the same time, we are keen to stand behind our service distributors. We provide them with Service Level Agreements that guarantee a minimum connectivity to the cabin. Plus, we are increasing our SLAs by 50% as well. This gives users of Viasat confidence that their connectivity, which is already very good, will keep getting better. |BAM

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